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2002 Economic Census

Information

Industry Series



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Helping You Make Informed Decisions

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU



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-- Not applicable for this report.

Table 1. Summary Statistics for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business	Estab- lishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)	Percent of receipts—	
							From admini- strative records ¹	Estimated ²
51112	Periodical publishers	7 146	39 279 034	8 131 405	2 137 321	148 779	7.0	13.5
511120	Periodical publishers	7 146	39 279 034	8 131 405	2 137 321	148 779	7.0	13.5

¹Includes receipts information obtained from administrative records of other federal agencies.

²Includes receipts information that was imputed based on historic data, administrative data, industry averages, or other statistical methods.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 2. Comparative Statistics for the United States (1997 NAICS Basis): 2002 and 1997

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 and 1997 Economic Censuses. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

1997 NAICS code	Kind of business	Establishments (number)	Receipts (\$1,000)	Annual payroll (\$1,000)	Paid employees for pay period including March 12 (number)
51112	Periodical publishers 2002..	6 983	39 521 729	8 164 471	144 231
 1997..	6 298	29 884 807	5 993 142	137 550
511120	Periodical publishers 2002..	6 983	39 521 729	8 164 471	144 231
 1997..	6 298	29 884 807	5 993 142	137 550

Note: The data in this table are based on the 2002 and 1997 Economic Censuses. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 3. Product Lines by Kind of Business for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab- lishments with the product line	All estab- lishments ¹	
51112		Periodical publishers	7 146	X	39 279 034	X	100.0	58.6
	31120	Printing services for others	303	2 308 823	121 668	5.3	.3	X
	31130	Distribution of flyers, inserts, samples, etc., for others	208	944 798	36 913	3.9	.1	X
	31170	Sale or licensing of rights to content	382	7 651 951	210 506	2.8	.5	X
	31180	Mailing lists, rental or sale	799	14 496 854	244 508	1.7	.6	X
	31200	Publishing services for others	315	3 033 348	236 506	7.8	.6	X
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	3 285	23 871 863	10 985 447	46.0	28.0	56.8
	31511	Arts, culture, leisure, and entertainment periodicals	1 295	11 892 072	4 927 585	41.4	12.5	X
	31512	Home and living periodicals	495	5 685 730	2 255 223	39.7	5.7	X
	31513	Political, social, and business news periodicals	599	3 192 385	1 443 166	45.2	3.7	X
	31514	Other general interest periodicals	1 122	5 999 164	2 359 473	39.3	6.0	X
	31520	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals	1 258	7 513 652	3 102 194	41.3	7.9	X
	31530	Periodicals - Print - Subscriptions and sales: Other periodicals	384	1 345 558	824 068	61.2	2.1	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	355	2 488 449	210 541	8.5	.5	58.0
	31541	Arts, culture, leisure, and entertainment periodicals	152	688 525	61 219	8.9	.2	X
	31542	Home and living periodicals	41	186 858	5 041	2.7	Z	X
	31543	Political, social, and business news periodicals	98	1 073 971	84 199	7.8	.2	X
	31544	Other general interest periodicals	75	700 855	60 082	8.6	.2	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	245	2 465 697	421 910	17.1	1.1	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	37	411 461	48 137	11.7	.1	X
	31570	Periodicals - Other media - Subscriptions and sales: General interest periodicals ³	157	1 512 645	76 925	5.1	.2	58.1
	31571	Arts, culture, leisure, and entertainment periodicals ³	41	713 824	29 678	4.2	.1	X
	31572	Home and living periodicals ³	14	14 695	3 136	21.3	Z	X
	31573	Political, social, and business news periodicals ³	52	441 173	14 240	3.2	Z	X
	31574	Other general interest periodicals ³	52	415 295	18 275	4.4	Z	X
	31580	Periodicals - Other media - Subscriptions and sales: Business (including farming), professional, and academic periodicals ³	170	4 250 235	2 574 592	60.6	6.6	X
	31590	Periodicals - Other media - Subscriptions and sales: Other periodicals ³	31	194 842	34 384	17.6	.1	X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	3 478	23 285 596	13 568 327	58.3	34.5	58.0
	31601	Arts, culture, leisure, and entertainment periodicals	1 033	11 358 759	5 801 708	51.1	14.8	X
	31602	Home and living periodicals	482	5 720 771	2 855 611	49.9	7.3	X
	31603	Political, social, and business news periodicals	457	2 322 610	1 118 502	48.2	2.8	X
	31604	Other general interest periodicals	1 712	6 750 383	3 792 506	56.2	9.7	X
	31610	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals	907	5 707 569	2 896 287	50.7	7.4	X
	31620	Periodicals - Print - Sale of advertising space: Other periodicals	235	1 140 547	765 152	67.1	1.9	X
	31630	Periodicals - Internet - Sale of advertising space: General interest periodicals	381	6 355 483	64 788	1.0	.2	58.6
	31631	Arts, culture, leisure, and entertainment periodicals	113	1 686 612	14 853	.9	Z	X
	31632	Home and living periodicals	57	2 836 935	13 364	.5	Z	X
	31633	Political, social, and business news periodicals	83	935 846	17 440	1.9	Z	X
	31634	Other general interest periodicals	131	927 114	19 131	2.1	Z	X
	31640	Periodicals - Internet - Sale of advertising space: Business (including farming), professional, and academic periodicals	243	3 355 028	96 554	2.9	.2	X
	31650	Periodicals - Internet - Sale of advertising space: Other periodicals	20	103 916	3 056	2.9	Z	X
	31660	Periodicals - Other media - Sale of advertising space: General interest periodicals ³	127	575 826	134 511	23.4	.3	56.8
	31661	Arts, culture, leisure, and entertainment periodicals ³	52	259 354	79 410	30.6	.2	X
	31662	Home and living periodicals ³	28	48 840	16 623	34.0	Z	X
	31663	Political, social, and business news periodicals ³	26	216 375	16 966	7.8	Z	X
	31664	Other general interest periodicals ³	26	52 098	21 512	41.3	.1	X
	31670	Periodicals - Other media - Sale of advertising space: Business (including farming), professional, and academic periodicals ³	96	206 304	63 037	30.6	.2	X
	31680	Periodicals - Other media - Sale of advertising space: Other periodicals ³	37	130 277	17 192	13.2	Z	X
	31970	Sale of Internet advertising space, not specified by type of publication	6	38 857	414	1.1	Z	X
	33800	Other publishing, not specified by type of publication	376	5 567 821	785 820	14.1	2.0	58.3
	33803	Other publishing, excluding periodicals	374	5 472 073	690 619	12.6	1.8	X
	33850	Other Internet publishing, not specified by type of publication	76	842 024	18 720	2.2	Z	58.6
	33853	Other Internet publishing, excluding periodicals	76	842 024	18 720	2.2	Z	X
	37820	Convention, trade shows, and other special event production and/or management	464	5 246 060	676 066	12.9	1.7	X
	39000	Merchandise sales	455	2 013 239	173 173	8.6	.4	57.7
	39032	Resale of merchandise, not specified by type	449	1 984 803	172 876	8.7	.4	X
	39033	Resale of merchandise, not specified by type	6	28 436	297	1.0	Z	X
	39250	Rental or lease of goods and/or equipment	41	1 523 972	16 428	1.1	Z	X
	39500	All other receipts	1 122	13 798 472	870 064	6.3	2.2	58.6
	39524	All other receipts	1 102	13 647 611	861 059	6.3	2.2	X
	39525	All other receipts	16	115 943	6 232	5.4	Z	X
511120		Periodical publishers	7 146	X	39 279 034	X	100.0	58.6
	31120	Printing services for others	303	2 308 823	121 668	5.3	.3	X
	31130	Distribution of flyers, inserts, samples, etc., for others	208	944 798	36 913	3.9	.1	X
	31170	Sale or licensing of rights to content	382	7 651 951	210 506	2.8	.5	X
	31180	Mailing lists, rental or sale	799	14 496 854	244 508	1.7	.6	X
	31200	Publishing services for others	315	3 033 348	236 506	7.8	.6	X

See footnotes at end of table.

Table 3. Product Lines by Kind of Business for the United States: 2002—Con.

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only establishments of firms with payroll. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	2002 Product line code	Kind of business and product line	Establishments with the product line		Product line receipts			Response coverage ² (percent)
			Number	Total receipts (\$1,000)	Amount ¹ (\$1,000)	As percent of total receipts of—		
						Estab- lishments with the product line	All estab- lishments ¹	
511120		Periodical publishers—Con.						
	31510	Periodicals - Print - Subscriptions and sales: General interest periodicals	3 285	23 871 863	10 985 447	46.0	28.0	56.8
	31511	Arts, culture, leisure, and entertainment periodicals	1 295	11 892 072	4 927 585	41.4	12.5	X
	31512	Home and living periodicals	495	5 685 730	2 255 223	39.7	5.7	X
	31513	Political, social, and business news periodicals	599	3 192 385	1 443 166	45.2	3.7	X
	31514	Other general interest periodicals	1 122	5 999 164	2 359 473	39.3	6.0	X
	31520	Periodicals - Print - Subscriptions and sales: Business (including farming), professional, and academic periodicals	1 258	7 513 652	3 102 194	41.3	7.9	X
	31530	Periodicals - Print - Subscriptions and sales: Other periodicals	384	1 345 558	824 068	61.2	2.1	X
	31540	Periodicals - Internet - Subscriptions and sales: General interest periodicals	355	2 488 449	210 541	8.5	.5	58.0
	31541	Arts, culture, leisure, and entertainment periodicals	152	688 525	61 219	8.9	.2	X
	31542	Home and living periodicals	41	186 858	5 041	2.7	.2	X
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	31544	Other general interest periodicals	75	700 855	60 082	8.6	.2	X
	31550	Periodicals - Internet - Subscriptions and sales: Business (including farming), professional, and academic periodicals	245	2 465 697	421 910	17.1	1.1	X
	31560	Periodicals - Internet - Subscriptions and sales: Other periodicals	37	411 461	48 137	11.7	.1	X
	31570	Periodicals - Other media - Subscriptions and sales: General interest periodicals ³	157	1 512 645	76 925	5.1	.2	58.1
	31571	Arts, culture, leisure, and entertainment periodicals ³	41	713 824	29 678	4.2	.1	X
	31572	Home and living periodicals ³	14	14 695	3 136	21.3	.2	X
	31573	Political, social, and business news periodicals ³	52	441 173	14 240	3.2	.2	X
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	31580	Periodicals - Other media - Subscriptions and sales: Business (including farming), professional, and academic periodicals ³	170	4 250 235	2 574 592	60.6	6.6	X
	31590	Periodicals - Other media - Subscriptions and sales: Other periodicals ³	31	194 842	34 384	17.6	.1	X
	31600	Periodicals - Print - Sale of advertising space: General interest periodicals	3 478	23 285 596	13 568 327	58.3	34.5	58.0
	31601	Arts, culture, leisure, and entertainment periodicals	1 033	11 358 759	5 801 708	51.1	14.8	X
	31602	Home and living periodicals	482	5 720 771	2 855 611	49.9	7.3	X
	31603	Political, social, and business news periodicals	457	2 322 610	1 118 502	48.2	2.8	X
	31604	Other general interest periodicals	1 712	6 750 383	3 792 506	56.2	9.7	X
	31610	Periodicals - Print - Sale of advertising space: Business (including farming), professional, and academic periodicals	907	5 707 569	2 896 287	50.7	7.4	X
	31620	Periodicals - Print - Sale of advertising space: Other periodicals	235	1 140 547	765 152	67.1	1.9	X
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	31660	Periodicals - Other media - Sale of advertising space: General interest periodicals ³	127	575 826	134 511	23.4	.3	56.8
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	31663	Political, social, and business news periodicals ³	26	216 375	16 966	7.8	.2	X
	31664	Other general interest periodicals ³	26	52 098	21 512	41.3	.1	X
	31670	Periodicals - Other media - Sale of advertising space: Business (including farming), professional, and academic periodicals ³	96	206 304	63 037	30.6	.2	X
	31680	Periodicals - Other media - Sale of advertising space: Other periodicals ³	37	130 277	17 192	13.2	.2	X
	31970	Sale of Internet advertising space, not specified by type of publication	6	38 857	414	1.1	.2	X
	33800	Other publishing, not specified by type of publication	376	5 567 821	785 820	14.1	2.0	58.3
	33803	Other publishing, excluding periodicals	374	5 472 073	690 619	12.6	1.8	X
	33850	Other Internet publishing, not specified by type of publication	76	842 024	18 720	2.2	.2	58.6
	33853	Other Internet publishing, excluding periodicals	76	842 024	18 720	2.2	.2	X
	37820	Convention, trade shows, and other special event production and/or management	464	5 246 060	676 066	12.9	1.7	X
	39000	Merchandise sales	455	2 013 239	173 173	8.6	.4	57.7
	39032	Resale of merchandise, not specified by type	449	1 984 803	172 876	8.7	.4	X
	39033	Resale of merchandise, not specified by type	6	28 436	297	1.0	.2	X
	39250	Rental or lease of goods and/or equipment	41	1 523 972	16 428	1.1	.2	X
	39500	All other receipts	1 122	13 798 472	870 064	6.3	2.2	58.6
	39524	All other receipts	1 102	13 647 611	861 059	6.3	2.2	X
	39525	All other receipts	16	115 943	6 232	5.4	.2	X

¹Product line receipts and/or product line percents may not sum to total due to exclusion of selected lines to avoid disclosing data for individual companies, due to rounding, and/or due to exclusion of lines that did not meet publication criteria.

²Receipts of establishments reporting product lines as percent of total receipts.

³Other media, including CD-ROM, diskette, audio cassette, and microform.

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.

Table 4. Concentration by Largest Firms for the United States: 2002

[These data are preliminary and are subject to change; they will be superseded by data released in later reports. Includes only firms and establishments of firms with payroll. Excludes data for corporate, subsidiary, and regional managing offices and establishments of these firms that are classified in other categories than those specified in this table. For meaning of abbreviations and symbols, see introductory text. For explanation of terms, see Appendix A. For method of assignment to categories shown, see Appendix C. Data based on the 2002 Economic Census. For information on confidentiality protection, sampling error, nonsampling error, and definitions, see note at end of table. Enterprise support establishments are included. Because of this, comparability to 1997 Economic Census data may be limited. See introductory text for an explanation of the treatment of enterprise support establishments in the 2002 Economic Census compared to the 1997 Economic Census]

2002 NAICS code	Kind of business and largest firms based on receipts	Establishments (number)	Receipts		Annual payroll (\$1,000)	First-quarter payroll (\$1,000)	Paid employees for pay period including March 12 (number)
			Amount (\$1,000)	As percent of total			
51112	Periodical publishers						
	All firms	7 146	39 279 034	100.0	8 131 405	2 137 321	148 779
	4 largest firms	130	10 665 107	27.2	1 230 614	344 615	13 329
	8 largest firms	745	15 547 276	39.6	2 067 133	557 966	31 766
	20 largest firms	857	21 593 998	55.0	3 312 412	933 745	46 908
	50 largest firms	1 042	26 110 451	66.5	4 418 717	1 216 388	64 455
51120	Periodical publishers						
	All firms	7 146	39 279 034	100.0	8 131 405	2 137 321	148 779
	4 largest firms	130	10 665 107	27.2	1 230 614	344 615	13 329
	8 largest firms	745	15 547 276	39.6	2 067 133	557 966	31 766
	20 largest firms	857	21 593 998	55.0	3 312 412	933 745	46 908
	50 largest firms	1 042	26 110 451	66.5	4 418 717	1 216 388	64 455

Note: The data in this table are based on the 2002 Economic Census. To maintain confidentiality, the Census Bureau suppresses data to protect the identity of any business or individual. The census results in this table contain nonsampling error. Data users who create their own estimates using data from this table should cite the Census Bureau as the source of the original data only. See also explanation of terms and geographic definitions. For the full technical documentation, see Appendix C.